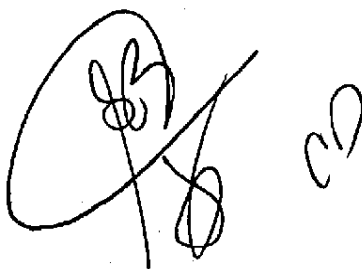


J-54-G

August 10, 1993

To Our Customers

Handwritten signature and initials, possibly "J.B." and "C.D.", with a large circle around the signature.

- Announcing -

**Winston SELECT \$2.00 Off Carton/20¢ Off Pack Promotion**

To continue support behind the introduction of Winston SELECT Lights and the relaunch of Winston SELECT Full Flavor, we are pleased to announce a second wave of promotion on all SELECT styles.

Following complete shipment of your allocation of Buy-Five-Get-Five-Free SELECT product, all Winston SELECT product will be shipped as a \$2.00 off per carton/20¢ off per pack promotion. All Buy-Five-Get-Five-Free Winston SELECT product should be sold to retail prior to ordering the new \$2.00/20¢ off product. Each Winston SELECT promotional carton will be identified with a \$2.00 off per carton snipe and packs will be sniped 20¢ off as well. Only \$2.00 off/20¢ off Winston SELECT product will be available for order during this second promotion once your Buy-Five-Get-Five-Free allocations have been depleted.

**Ordering Procedures**

Ordering Winston SELECT promotional product can be accomplished using one of the following methods:

1. Identify order with RJR Customer Services as "# Cases Winston SELECT \$2.00 off" by style

- or -

2. Identify order with RJR Customer Services by UPC case code found in the Product Information section of this letter.

Note: It is not necessary to place separate Winston SELECT orders. Orders for SELECT can be placed with your normal orders.

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### Product UPC's/Dimensions

Configuration	Dimensions and Weights					
	UPC	Length (In.)	Width (In.)	Height (In.)	Cube Ft <sup>3</sup>	Weight
<b><u>FF83 Box</u></b>						
Pack	12300 20490	2.2047	0.9055	3.4055		
Carton	12300 20491	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20492	17.3750	11.3125	11.1250	1.265	19.8 lb.
<b><u>FF85 Soft Pack</u></b>						
Pack	12300 20487	2.0625	0.8438	3.3750		
Carton	12300 20488	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20489	17.6250	11.0625	11.1250	1.255	16.0 lb.
<b><u>LT83 Box</u></b>						
Pack	12300 20496	2.2047	0.9055	3.4055		
Carton	12300 20497	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20498	17.3750	11.3125	11.1250	1.265	19.8 lb.
<b><u>LT85 Soft Pack</u></b>						
Pack	12300 20493	2.0625	0.8438	3.3750		
Carton	12300 20494	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20495	17.6250	11.0625	11.1250	1.255	16.0 lb.
<b><u>LT100 Soft Pack</u></b>						
Pack	12300 20550	2.0625	0.8438	4.0000		
Carton	12300 20551	10.6250	1.7813	4.0313		10.13 oz.
Case (6M)	12300 20552	20.5625	11.0625	11.1250	1.464	21.0 lb.
<b><u>Slim LT 100 Box</u></b>						
Pack	12300 20556	2.0938	0.8438	3.9688		
Carton	12300 20557	10.5000	1.7813	4.0313		10.27 oz.
Case (6M)	12300 20558	20.6875	11.0625	11.0625	1.465	20.5 lb.

### Availability

- First available ship date for new Winston SELECT \$2.00 off/20¢ off is 8/16/93.
- Allocations of Buy-Five-Get-Five-Free SELECT product should be sold to retail prior to shipment of the \$2.00/20¢ off product.

### **Pricing**

This promotional product will be available in 6M cases only and will be invoiced at a list price which reflects a \$2.07 per carton adjustment.

Winston SELECT product will be invoiced as follows:

Winston SELECT	
King Size & 100's	\$43.60 per Thousand

This is to protect your margins on the promoted product so the full \$2.00 per carton reduction can be passed to your retail customers.

All list prices are subject to change at any time.

### **Terms**

All cases of Winston SELECT ordered will carry our standard payment terms.

All orders are subject to acceptance by our company and only in accordance with the terms set forth herein in our list price or on invoice. An RJR local Field Representative will contact you to explain additional details on this promotion.

Thank you for your support in the marketing of our brands. You can depend on RJR for brands that sell.

**R. J. REYNOLDS TOBACCO COMPANY**

**S-3**

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